

FIG. 1-1	FIG. 1-3	FIG. 1-5
FIG. 1-2	FIG. 1-4	FIG. 1-6

FIG. 1

FIG. 2A-1	FIG. 2A-4	FIG. 2A-7
FIG. 2A-2	FIG. 2A-5	FIG. 2A-8
FIG. 2A-3	FIG. 2A-6	FIG. 2A-9

FIG. 2A

FIG. 2B-1	FIG. 2B-4	FIG. 2B-7
FIG. 2B-2	FIG. 2B-5	FIG. 2B-8
FIG. 2B-3	FIG. 2B-6	FIG. 2B-9

FIG. 2B

FIG. 2C-1	FIG. 2C-2	FIG. 2C-2
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FIG. 2C

FIG. 11A-1	FIG. 11A-4	FIG. 11A-7
FIG. 11A-2	FIG. 11A-5	FIG. 11A-8
FIG. 11A-3	FIG. 11A-6	FIG. 11A-9

FIG. 11A

FIG. 11B-1	FIG. 11B-4	FIG. 11B-7
FIG. 11B-2	FIG. 11B-5	FIG. 11B-8
FIG. 11B-3	FIG. 11B-6	FIG. 11B-9

FIG. 11B

The chart below illustrates the transfer potential between various industries for the Marketing Management function. An "x" at the intersection of a row and column indicates the potential for transfer between the industry listed in the row heading and the industry listed in the column heading. *Instructions for the Job Seeker:* Identify the row heading on the vertical axis corresponding to your industry then read across that row for indication of transfer potential into the industries listed in the column headings on the horizontal axis.

Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products	Entertainment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products	Computer Products: Including Personal Computers, Handhelds & Peripheral Products	Consumer Software: Including Personal Finance & Word Processing Software	Consumer Appliances: Including Large Household Appliances	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products
Consumer Package Goods	X	X	X	X	X	X	X
Consumer Durables		X	X	X	X	X	X
Entertainment Products	X	X	X	X	X	X	X
Computer Products		X	X	X	X	X	X

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FIG. 1-1

TABLE 26228860

Consumer Software			X	X	X			X
Consumer Appliances		X		X				X
Consumer Electronics		X	X	X	X			X
Pharmaceuticals								
Fast Food & Quick Serve Restaurants			X	X				
Hospitality								
Consumer Financial Services								
Wireless Telecommunications								
Long Distance Telecommunications								
Travel & Transportation								
Media & Publishing								
Retail								
B2B Services								

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FIG. 1-2

Instructions for Employers: Identify the column heading on the horizontal axis corresponding to your industry then read down that column for indication of transfer potential from the industries listed in the row headings on the vertical axis. (Rating Scale: "x" indicates transfer potential; a blank indicates little to no transfer potential.)

Pharmaceuticals: Including Prescription Medication Products	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establishments	Hospitality: Including Hotels, Motels, Resorts & Gaming Establishments	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services	Wireless Telecommunications (Consumer): Including Cellular & PCS Wireless Communications Services	Long Distance Telecommunications (Consumer): Including Land- line Long Distance Telecommunications Services	Travel & Transportation: Including Air, Rail & Ground Passenger Transportation Services
X	X	X	X	X	X	X
	X					
	X	X		X	X	X

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FIG. 1-3

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Media & Publishing: Including Magazines, Newspapers & Periodicals	Retail: Including Department, Mass Merchant & Specialty Stores	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services
X	X	X
X		
X	X	

FIG. 1-5

FIG. 1-6

[illegible]

Job Seeker

Instructions To The Job Seeker: Identify the row on the vertical axis corresponding to your industry then read across that row for ratings of transferability into the industries listed in the column headings on the horizontal axis.

Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products (M1)	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products (M2)	Entertainment: Including Non-Engine Driven, Games, Toys & Other Recreation Products (M3)	Computer Products: Including Personal Computers, Handhelds & Peripheral Products (M4)	Consumer Software: Including Personal Finance & Word Processing Software (M5)	Consumer Appliances: Including Large Household Appliances (M6)	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products (M7)
Consumer Package Goods (M1)	3	3	3	2	2	2	2
Consumer Durables (M2)	1	3	3	2	2	2	2
Entertainment Products (M3)	2	3	3	3	3	2	3

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FIG. 2A-1

TABLE 2A-2 (Cont.)

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Computer Products (M4)	0	2	2	3	3	2	3
Consumer Software (M5)	0	0	2	3	3	0	2
Consumer Appliances (M6)	0	2	1	2	1	3	3
Consumer Electronics (M7)	0	2	3	3	3	3	3
Pharmaceuticals (M8)	0	0	0	0	0	0	0
Fast Food & Quick Serve Restaurants (M9)	0	0	1	1	1	0	0
Hospitality (M10)	0	0	0	0	0	0	0
Consumer Financial Services (M11)	0	0	0	0	0	0	0

FIG. 2A-2

FIG. 2A-3

Wireless Communi- cations (M12)	0	0	0	0	0	0	0	0
Long Distance Communi- cations (M13)	0	0	0	0	0	0	0	0
Travel & Transporta- tion (M14)	0	0	0	0	0	0	0	0
Media & Publishing (M15)	0	0	0	0	0	0	0	0
Retail (M16)	0	1	0	0	0	0	0	0
B2B Services (M17)	0	0	0	0	0	0	0	0

FIG. 2A-3

(Rating Scale: "3" indicates greatest transfer potential; "0" indicates no transfer potential.) Clicking on a given transfer rating will produce an explanation of that rating.

Pharmaceuticals: Including Prescription Medication Products (M8)	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establishments (M9)	Hospitality: Including Hotels, Motels, Resorts & Gaming Establishments (M10)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (M11)	Wireless Communications (Consumer): Including Cellular & PCS Wireless Communications Services (M12)	Long Distance Communications (Consumer): Including Land-Line Long Distance Communications Services (M13)	Travel & Transportation: Including Air, Rail & Ground Passenger Transportation Services (M14)
3	3	2	2	3	3	3
1	2	1	1	1	2	1
1	3	3	1	2	2	2

FIG. 2A-4

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Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100
1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100	

1	1	1	1	2	1	1
0	0	0	1	1	0	0
0	0	0	0	1	0	0
0	1	0	0	1	0	0
3	0	0	0	0	0	0
0	3	3	3	3	3	3
0	3	3	3	2	2	3
0	1	2	3	3	3	3

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FIG. 2A-5

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0	1	1	3	3	3	3
0	0	1	1	3	3	1
0	1	2	1	1	1	3
0	0	1	1	0	1	1
0	1	1	1	1	1	1
0	0	0	0	0	0	0

FIG. 2A-6

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Media & Publishing: Including Magazines, Newspapers & Periodicals (M15)	Retail: Including Department, Mass Merchant & Specialty Stores (M16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (M17)
3	2	2
1	2	1
2	1	1

FIG. 2A-7

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1	1	1
1	0	0
0	0	0
0	1	0
0	0	0
0	3	2
1	3	2
3	2	2

FIG. 2A-8

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2	0	1
1	0	1
0	0	0
3	0	0
1	3	0
0	0	3

FIG. 2A-9

Employer/Recruiter

Instructions To Employers: Identify the column heading on the horizontal axis corresponding to your industry then read down that column for ratings of transferability from industries listed in the row headings on the vertical axis.

Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products (M1)	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products (M2)	Entertainment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products (M3)	Computer Products: Including Personal Computers, Handhelds & Peripheral Products (M4)	Consumer Software: Including Personal Finance & Word Processing Software (M5)	Consumer Appliances: Including Large Household Appliances (M6)	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products (M7)
Consumer Package Goods (M1)	3	3	3	2	2	2	2
Consumer Durables (M2)	1	3	3	2	2	2	2
Entertainment Products (M3)	2	3	3	3	3	2	3

FIG. 2B-1

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Computer Products (M4)	0	2	2	3	3	2	3
Consumer Software (M5)	0	0	2	3	3	0	2
Consumer Appliances (M6)	0	2	1	2	1	3	3
Consumer Electronics (M7)	0	2	3	3	3	3	3
Pharmaceuticals (M8)	0	0	0	0	0	0	0
Fast Food & Quick Serve Restaurants (M9)	0	0	1	1	1	0	0
Hospitality (M10)	0	0	0	0	0	0	0
Consumer Financial Services (M11)	0	0	0	0	0	0	0

FIG. 2B-2

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Wireless Communi- cations (M12)	0	0	0	0	0	0	0	0	0
Long Distance Communi- cations (M13)	0	0	0	0	0	0	0	0	0
Travel & Transporta- tion (M14)	0	0	0	0	0	0	0	0	0
Media & Publishing (M15)	0	0	0	0	0	0	0	0	0
Retail (M16)	0	1	0	0	0	0	0	0	0
B2B Services (M17)	0	0	0	0	0	0	0	0	0

FIG. 2B-3

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(Rating Scale: "3" indicates greatest transfer potential; "0" indicates no transfer potential.) Clicking on a given transfer rating will produce an explanation of that rating.

Pharmaceuticals: Including Prescription Medication Products (M8)	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establishments (M9)	Hospitality: Including Hotels, Motels, Resorts & Gaming Establishments (M10)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (M11)	Wireless Communications (Consumer): Including Cellular & PCS Wireless Communications Services (M12)	Long Distance Communications (Consumer): Including Land-Line Long Distance Communications Services (M13)	Travel & Transportation: Including Air, Rail & Ground Passenger Transportation Services (M14)
3	3	2	2	3	3	3
1	2	1	1	1	2	1
1	3	3	1	2	2	2

FIG. 2B-4

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1	1	1	1	2	1	1	1
0	0	0	1	1	0	0	0
0	0	0	0	1	0	0	0
0	1	0	0	1	0	0	0
3	0	0	0	0	0	0	0
0	3	3	3	3	3	3	3
0	3	3	3	2	3	2	3
0	1	2	3	3	3	3	3

FIG. 2B-5

TABLE 2B-6

Title: SYSTEM AND METHOD OF IDENTIFYING
 OPTIONS FOR EMPLOYMENT TRANSFERS ACROSS
 DIFFERENT INDUSTRIES
 Inventor(s): Putnam et al.
 Application No.: 09/882,292
 Docket No.: 1525D/113
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0	1	1	3	3	3	3
0	0	1	1	3	3	1
0	1	2	1	1	1	3
0	0	1	1	0	1	1
0	1	1	1	1	1	1
0	0	0	0	0	0	0

FIG. 2B-6

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Media & Publishing: Including Magazines, Newspapers & Periodicals (M15)	Retail: Including Department, Mass Merchant & Specialty Stores (M16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (M17)
3	2	2
1	2	1
2	1	1

FIG. 2B-7

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1	1	1
1	0	0
0	0	0
0	1	0
0	0	0
0	3	2
1	3	2
3	2	2

FIG. 2B-8

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2	0	1
1	0	1
0	0	0
3	0	0
1	3	0
0	0	3

FIG. 2B-9

Industry Transferability Ratings

Instructions To The Job Seeker: The chart below illustrates transferability ratings for the Consumer Package Goods Marketing Management function across various industries. Read across the row for ratings of transferability for this function and industry experience combination

Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products (M1)	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products (M2)	Entertainment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products (M3)	Computer Products: Including Personal Computers, Handhelds & Peripheral Products (M4)	Consumer Software: Including Personal Finance & Word Processing Software (M5)	Consumer Appliances: Including Large Household Appliances (M6)	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products (M7)
	3	3	3	2	2	2	2
Consumer Package Goods (M1)	3	3	3	2	2	2	2

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FIG. 2C-1

into the industries listed in the column headings on the horizontal axis. (Rating Scale: "3" indicates greatest transfer potential; "0" indicates no transfer potential.) Clicking on a given transfer rating will produce a rating explanation.

Pharmaceuticals: Including Prescription Medication Products (M8)	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establishments (M9)	Hospitality: Including Hotels, Motels, Resorts & Gaming Establishments (M10)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (M11)	Wireless Communications (Consumer): Including Cellular & PCS Wireless Communications Services (M12)	Long Distance Communications (Consumer): Including Land-Line Long Distance Communications Services (M13)	Travel & Transportation: Including Air, Rail & Ground Passenger Transportation Services (M14)
3	3	2	2	3	3	3

FIG. 2C-2

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Media & Publishing: Including Magazines, Newspapers & Periodicals (M15)	Retail: Including Department, Mass Merchant & Specialty Stores (M16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (M17)
3	2	2

FIG. 2C-3

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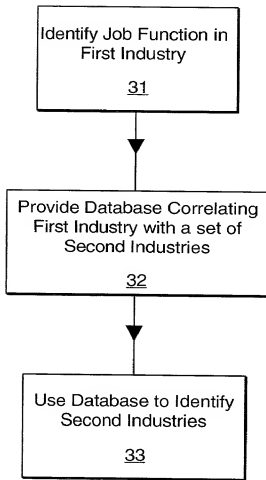


FIG. 3

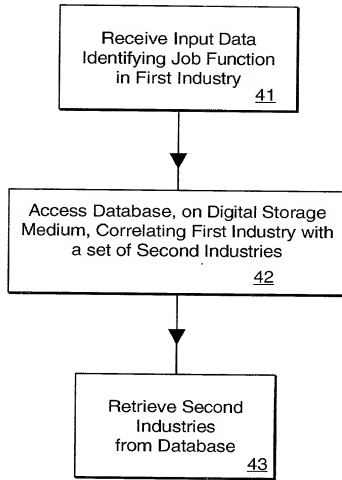
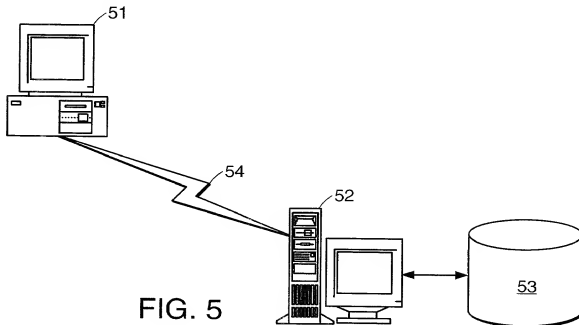


FIG. 4



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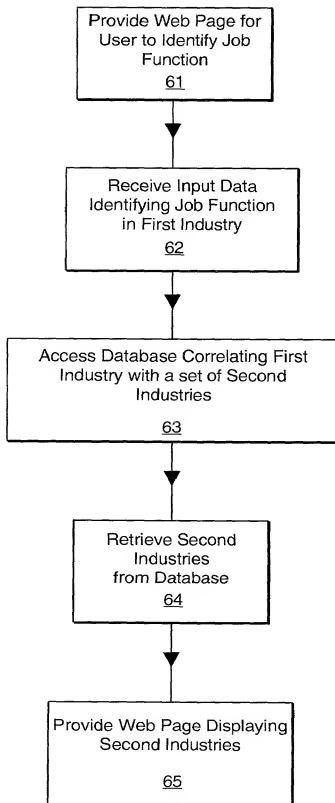


FIG. 6

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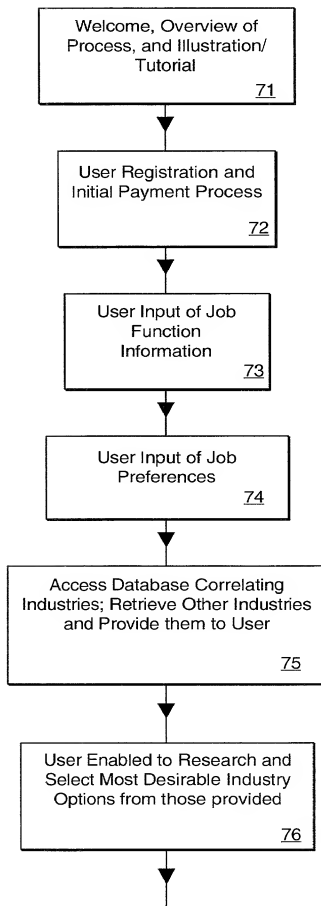


FIG. 7

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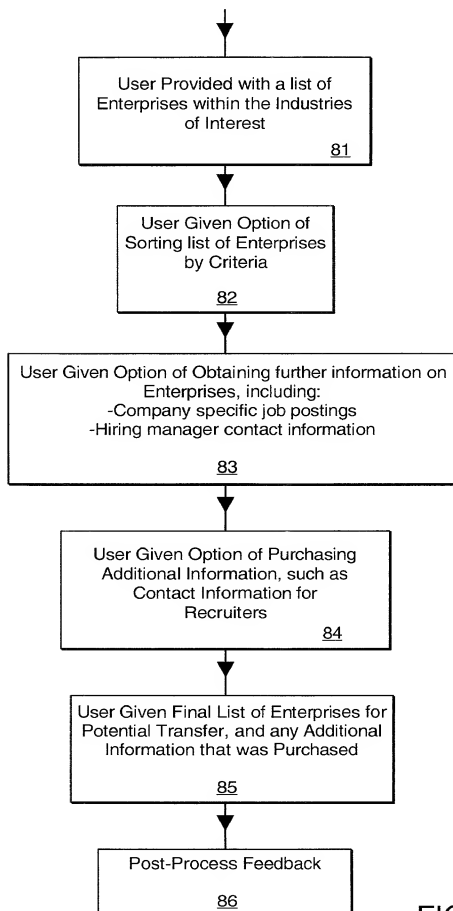


FIG. 8

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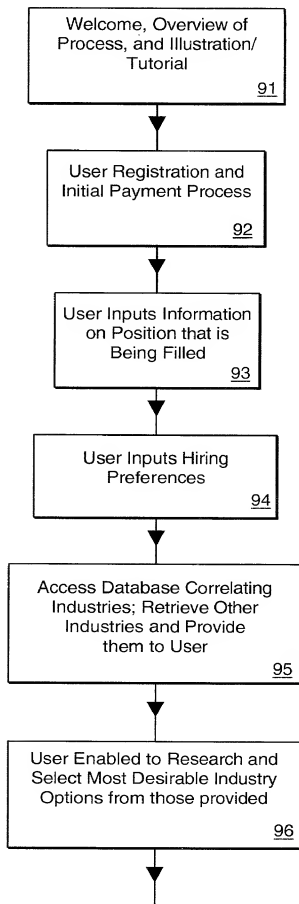


FIG. 9

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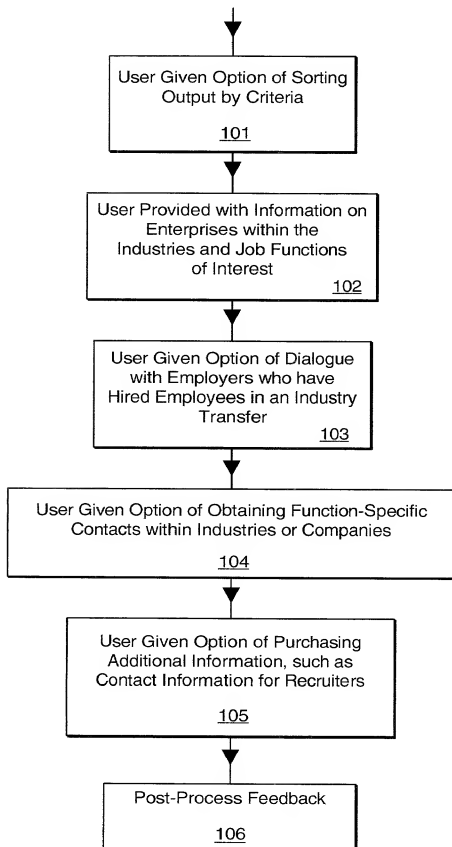


FIG. 10

Industry Transferability Matrix and Ratings

Symbolic structure of a transferability matrix database for the (Consumer) Marketing Management function.

Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products (M1)	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products (M2)	Entertainment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products (M3)	Computer Products: Including Personal Computers, Handhelds & Peripheral Products (M4)	Consumer Software: Including Personal Finance & Word Processing Software (M5)	Consumer Appliances: Including Large Household Appliances (M6)	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products (M7)
Consumer Package Goods (M1)	M1+M1=3	M1+M2=3	M1+M3=3	M1+M4=2	M1+M5=2	M1+M6=2	M1+M7=2
Consumer Durables (M2)	M2+M1=1	M2+M2=3	M2+M3=3	M2+M4=2	M2+M5=2	M2+M6=2	M2+M7=2
Entertainment Products (M3)	M3+M1=2	M3+M2=3	M3+M3=3	M3+M4=3	M3+M5=3	M3+M6=2	M3+M7=3

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FIG. 11A-1

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Computer Products (M4)	M4+M1=0	M4+M2=2	M4+M3=2	M4+M4=3	M4+M5=3	M4+M6=2	M4+M7=3
Consumer Software (M5)	M5+M1=0	M5+M2=0	M5+M3=2	M5+M4=3	M5+M5=3	M5+M6=0	M5+M7=2
Consumer Appliances (M6)	M6+M1=0	M6+M2=1	M6+M3=1	M6+M4=2	M6+M5=1	M6+M6=3	M6+M7=3
Consumer Electronics (M7)	M7+M1=0	M7+M2=2	M7+M3=3	M7+M4=3	M7+M5=3	M7+M6=3	M7+M7=3
Pharmaceuticals (M8)	M8+M1=0	M8+M2=0	M8+M3=0	M8+M4=0	M8+M5=0	M8+M6=0	M8+M7=0
Fast Food & Quick Serve Restaurants (M9)	M9+M1=0	M9+M2=0	M9+M3=1	M9+M4=1	M9+M5=1	M9+M6=0	M9+M7=0
Hospitality (M10)	M10+M1=0	M10+M2=0	M10+M3=0	M10+M4=0	M10+M5=0	M10+M6=0	M10+M7=0
Consumer Financial Services (M11)	M11+M1=0	M11+M2=0	M11+M3=0	M11+M4=0	M11+M5=0	M11+M6=0	M11+M7=0

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FIG. 11A-2

Wireless Communi- cations (M12)	M12+M1=0	M12+M2=0	M12+M3=0	M12+M4=0	M12+M5=0	M12+M6=0	M12+M7=0
Long Distance Communi- cations (M13)	M13+M1=0	M13+M2=0	M13+M3=0	M13+M4=0	M13+M5=0	M13+M6=0	M13+M7=0
Travel & Transporta- tion (M14)	M14+M1=0	M14+M2=0	M14+M3=0	M14+M4=0	M14+M5=0	M14+M6=0	M14+M7=0
Media & Publishing (M15)	M15+M1=0	M15+M2=0	M15+M3=0	M15+M4=0	M15+M5=0	M15+M6=0	M15+M7=0
Retail (M16)	M16+M1=0	M16+M2=1	M16+M3=0	M16+M4=0	M16+M5=0	M16+M6=0	M16+M7=0
B2B Services (M17)	M17+M1=0	M17+M2=0	M17+M3=0	M17+M4=0	M17+M5=0	M17+M6=0	M17+M7=0

FIG. 11A-3

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(Rating Scale: "3" indicates greatest transfer potential; "0" indicates no transfer potential.) Clicking on a given transfer rating will produce an explanation of that rating.

Pharmaceuticals: Including Prescription Medication Products (M8)	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establishments (M9)	Hospitality: Including Hotels, Motels, Resorts & Gaming Establishments (M10)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (M11)	Wireless Communications (Consumer): Including Cellular & PCS Wireless Communications Services (M12)	Long Distance Communications (Consumer): Including Land-Line Long Distance Communications Services (M13)	Travel & Transportation: Including Air, Rail & Ground Passenger Transportation Services (M14)
M1+M8=3	M1+M9=3	M1+M10=2	M1+M11=2	M1+M12=3	M1+M13=3	M1+M14=3
M2+M8=1	M2+M9=2	M2+M10=1	M2+M11=1	M2+M12=1	M2+M13=2	M2+M14=1
M3+M8=1	M3+M9=3	M3+M10=3	M3+M11=1	M3+M12=2	M3+M13=2	M3+M14=2

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 FIG. 11A-4

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M4+M8=1	M4+M9=1	M4+M10=1	M4+M11=1	M4+M12=2	M4+M13=1	M4+M14=1
M5+M8=0	M5+M9=0	M5+M10=0	M5+M11=1	M5+M12=1	M5+M13=0	M5+M14=0
M6+M8=0	M6+M9=0	M6+M10=0	M6+M11=0	M6+M12=1	M6+M13=0	M6+M14=0
M7+M8=0	M7+M9=1	M7+M10=0	M7+M11=0	M7+M12=1	M7+M13=0	M7+M14=0
M8+M8=3	M8+M9=0	M8+M10=0	M8+M11=0	M8+M12=0	M8+M13=0	M8+M14=0
M9+M8=0	M9+M9=3	M9+M10=3	M9+M11=3	M9+M12=3	M9+M13=3	M9+M14=3
M10+M8=0	M10+M9=3	M10+M10=3	M10+M11=3	M10+M12=2	M10+M13=2	M10+M14=3
M11+M8=0	M11+M9=1	M11+M10=2	M11+M11=3	M11+M12=3	M11+M13=3	M11+M14=3

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FIG. 11A-5

M12+M8=0	M12+M9=1	M12+M10=1	M12+M11=3	M12+M12=3	M12+M13=3	M12+M14=3
M13+M8=0	M13+M9=0	M13+M10=1	M13+M11=1	M13+M12=3	M13+M13=3	M13+M14=1
M14+M8=0	M14+M9=1	M14+M10=2	M14+M11=1	M14+M12=1	M14+M13=1	M14+M14=3
M15+M8=0	M15+M9=0	M15+M10=1	M15+M11=1	M15+M12=0	M15+M13=1	M15+M14=1
M16+M8=0	M16+M9=1	M16+M10=1	M16+M11=1	M16+M12=1	M16+M13=1	M16+M14=1
M17+M8=0	M17+M9=0	M17+M10=0	M17+M11=0	M17+M12=0	M17+M13=0	M17+M14=0

FIG. 11A-6

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Media & Publishing: Including Magazines, Newspapers & Periodicals (M15)	Retail: Including Department, Mass Merchant & Specialty Stores (M16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (M17)
M1+M15=3	M1+M16=2	M1+M17=2
M2+M15=1	M2+M16=2	M2+M17=1
M3+M15=2	M3+M16=1	M3+M17=1

FIG. 11A-7

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M4+M15=1	M4+M16=1	M4+M17=1
M5+M15=1	M5+M16=0	M5+M17=0
M6+M15=0	M6+M16=0	M6+M17=0
M7+M15=0	M7+M16=1	M7+M17=0
M8+M15=0	M8+M16=0	M8+M17=0
M9+M15=0	M9+M16=3	M9+M17=2
M10+M15=1	M10+M16=3	M10+M17=2
M11+M15=3	M11+M16=2	M11+M17=2

FIG. 11A-8

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M12+M15=2	M12+M16=0	M12+M17=1
M13+M15=1	M13+M16=0	M13+M17=1
M14+M15=0	M14+M16=0	M14+M17=0
M15+M15=3	M15+M16=0	M15+M17=0
M16+M15=1	M16+M16=3	M16+M17=0
M17+M15=0	M17+M16=0	M17+M17=3

FIG. 11A-9

Industry Transferability Matrix and Ratings

Symbolic structure of a transferability matrix database for the Operations Management function.

Industry:	Consumer Package Goods: Including Food, Beverage, HBA & Household Cleaning Products (O1)	Consumer Durables: Including Apparel, Accessories, Furniture & Related Products (O2)	Entertainment Products: Including Non-Engine Driven, Games, Toys & Other Recreation Products (O3)	Computer Products: Including Personal Computers, Handhelds & Peripheral Products (O4)	Consumer Software: Including Personal Finance & Word Processing Software (O5)	Consumer Appliances: Including Large Household Appliances (O6)	Consumer Electronics: Including TV, Radio, VCR & Telephone Equipment Products (O7)
Consumer Package Goods (O1)	O1+O1=3	O1+O2=0	O1+O3=0	O1+O4=0	O1+O5=0	O1+O6=0	O1+O7=0
Consumer Durables (O2)	O2+O1=0	O2+O2=3	O2+O3=2	O2+O4=0	O2+O5=0	O2+O6=0	O2+O7=0
Entertainment Products (O3)	O3+O1=0	O3+O2=3	O3+O3=3	O3+O4=1	O3+O5=2	O3+O6=0	O3+O7=1

FIG. 11B-1

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Computer Products (O4)	O4+O1=0	O4+O2=2	O4+O3=2	O4+O4=3	O4+O5=3	O4+O6=2	O4+O7=3
Consumer Software (O5)	O5+O1=0	O5+O2=0	O5+O3=1	O5+O4=1	O5+O5=3	O5+O6=0	O5+O7=1
Consumer Appliances (O6)	O6+O1=0	O6+O2=1	O6+O3=1	O6+O4=1	O6+O5=1	O6+O6=3	O6+O7=3
Consumer Electronics (O7)	O7+O1=0	O7+O2=2	O7+O3=3	O7+O4=3	O7+O5=3	O7+O6=3	O7+O7=3
Pharmaceuticals (O8)	O8+O1=2	O8+O2=0	O8+O3=0	O8+O4=0	O8+O5=0	O8+O6=0	O8+O7=0
Fast Food & Quick Serve Restaurants (O9)	O9+O1=0	O9+O2=0	O9+O3=0	O9+O4=0	O9+O5=0	O9+O6=0	O9+O7=0
Hospitality (O10)	O10+O1=0	O10+O2=0	O10+O3=0	O10+O4=0	O10+O5=0	O10+O6=0	O10+O7=0
Consumer Financial Services (O11)	O11+O1=0	O11+O2=0	O11+O3=0	O11+O4=0	O11+O5=0	O11+O6=0	O11+O7=0

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FIG. 11B-2

Wireless Communi- cations (O12)	O12+O1=0	O12+O2=0	O12+O3=0	O12+O4=0	O12+O5=0	O12+O6=0	O12+O7=0
Long Distance Communi- cations (O13)	O13+O1=0	O13+O2=0	O13+O3=0	O13+O4=0	O13+O5=0	O13+O6=0	O13+O7=0
Travel & Transporta- tion (O14)	O14+O1=0	O14+O2=0	O14+O3=0	O14+O4=0	O14+O5=0	O14+O6=0	O14+O7=0
Media & Publishing (O15)	O15+O1=0	O15+O2=0	O15+O3=0	O15+O4=0	O15+O5=0	O15+O6=0	O15+O7=0
Retail (O16)	O16+O1=0	O16+O2=0	O16+O3=0	O16+O4=0	O16+O5=0	O16+O6=0	O16+O7=0
B2B Services (O17)	O17+O1=0	O17+O2=0	O17+O3=0	O17+O4=0	O17+O5=0	O17+O6=0	O17+O7=0

FIG. 11B-3

Pharma- ceuticals: Including Prescription Medication Products (08)	Fast Food & Quick Serve Restaurants: Including Fast Food Restaurant Chains & Related Establishments (09)	Hospitality: Including Hotels, Motels, Resorts & Gaming Establishments (010)	Consumer Financial Services: Including Retail Banks, Brokerage & Credit Card Services (011)	Wireless Communications (Consumer): Including Cellular & PCS Wireless Communications Services (012)	Long Distance Communications (Consumer): Including Land- Line Long Distance Communications Services (013)	Travel & Transporta- tion: Including Air, Rail & Ground Passenger Transporta- tion Services (014)
01+08=3	01+09=1	01+010=0	01+011=0	01+012=0	01+013=0	01+014=0
02+08=0	02+09=0	02+010=0	02+011=0	02+012=0	02+013=0	02+014=0
03+08=0	03+09=0	03+010=0	03+011=0	03+012=0	03+013=0	03+014=0

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FIG. 11B-4

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O4+O8=0	O4+O9=0	O4+O10=0	O4+O11=0	O4+O12=0	O4+O13=0	O4+O14=0
O5+O8=0	O5+O9=0	O5+O10=0	O5+O11=0	O5+O12=0	O5+O13=0	O5+O14=0
O6+O8=0	O6+O9=0	O6+O10=0	O6+O11=0	O6+O12=0	O6+O13=0	O6+O14=0
O7+O8=0	O7+O9=0	O7+O10=0	O7+O11=0	O7+O12=0	O7+O13=0	O7+O14=0
O8+O8=3	O8+O9=0	O8+O10=0	O8+O11=0	O8+O12=0	O8+O13=0	O8+O14=0
O9+O8=0	O9+O9=3	O9+O10=3	O9+O11=2	O9+O12=1	O9+O13=0	O9+O14=3
O10+O8=0	O10+O9=3	O10+O10=3	O10+O11=3	O10+O12=1	O10+O13=2	O10+O14=3
O11+O8=0	O11+O9=1	O11+O10=1	O11+O11=3	O11+O12=1	O11+O13=0	O11+O14=1

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FIG. 11B-5

O12+O8=0	O12+O9=1	O12+O10=1	O12+O11=1	O12+O12=3	O12+O13=3	O12+O14=0
O13+O8=0	O13+O9=0	O13+O10=1	O13+O11=1	O13+O12=2	O13+O13=3	O13+O14=0
O14+O8=0	O14+O9=1	O14+O10=2	O14+O11=0	O14+O12=0	O14+O13=0	O14+O14=3
O15+O8=0	O15+O9=0	O15+O10=1	O15+O11=1	O15+O12=0	O15+O13=1	O15+O14=1
O16+O8=0	O16+O9=2	O16+O10=2	O16+O11=1	O16+O12=0	O16+O13=0	O16+O14=1
O17+O8=0	O17+O9=0	O17+O10=0	O17+O11=0	O17+O12=0	O17+O13=0	O17+O14=0

FIG. 11B-6

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Media & Publishing: Including Magazines, Newspapers & Periodicals (O15)	Retail: Including Department, Mass Merchant & Specialty Stores (O16)	Business to Business Services: Including Accounting, Payroll & Third Party Data Processing Services (O17)
O1+O15=0	O1+O16=0	O1+O17=0
O2+O15=0	O2+O16=0	O2+O17=0
O3+O15=0	O3+O16=0	O3+O17=0

FIG. 11B-7

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O4+O15=0	O4+O16=0	O4+O17=0
O5+O15=0	O5+O16=0	O5+O17=0
O6+O15=0	O6+O16=0	O6+O17=0
O7+O15=0	O7+O16=0	O7+O17=0
O8+O15=0	O8+O16=0	O8+O17=0
O9+O15=0	O9+O16=3	O9+O17=2
O10+O15=1	O10+O16=3	O10+O17=2
O11+O15=0	O11+O16=1	O11+O17=2

FIG. 11B-8

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$O_{12}+O_{15}=0$	$O_{12}+O_{16}=0$	$O_{12}+O_{17}=1$
$O_{13}+O_{15}=0$	$O_{13}+O_{16}=0$	$O_{13}+O_{17}=1$
$O_{14}+O_{15}=0$	$O_{14}+O_{16}=0$	$O_{14}+O_{17}=0$
$O_{15}+O_{15}=3$	$O_{15}+O_{16}=0$	$O_{15}+O_{17}=0$
$O_{16}+O_{15}=0$	$O_{16}+O_{16}=3$	$O_{16}+O_{17}=0$
$O_{17}+O_{15}=0$	$O_{17}+O_{16}=0$	$O_{17}+O_{17}=3$

FIG. 11B-9